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FROM: D. Beran

SUBJECT: 1991 Brand Plan - Media Spending Update

The preliminary media plans which are due to the Brand groups the week ending August 17, 1990 will not be an executional detailed media plan. This document which will consist of 4 to 5 pages will set forth the strategic focus for each individual brand.

The more "detailed" media plan will be due in September prior to the presentation to E. Houminer.

Dave

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